



# Vintage Viands: Promoting the Home Economics Pamphlets Collection since 2015

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## Origins of Vintage Viands

- Callie Coward proposes digitizing Home Economics pamphlets in the public domain, including pre-1923 pamphlets, government document publications, and pamphlets not following copyright guidelines.
- Erica Rau joins the Digital Projects team in late 2011 and begins assisting with pamphlet digitization.
- Late 2014, an idea is born: Vintage Viands: A Taste-Testing event featuring recipes from the Martha Blakeney Hodges Special Collections and University Archives Home Economics and Household Collection!
- The idea was to ask library employees to volunteer to make recipes from pamphlets in the collection, and then share them with university students in order to promote both physical and online collection.
- After consulting with library administration and receiving permission to hold the event, the first Vintage Viands is scheduled for February 13, 2015; a test run, if you will.
- Vintage Viands is held again on September 25, 2015, this time with a student-selected 1940s theme.
- The third Vintage Viands is held September 23, 2016, with a 1920s theme.
- Our latest event was held September 22, 2017, with a North Carolina theme.



February 2015: First event



September 2016: 1920s theme



September 2015: 1940s theme



September 2017: North Carolina theme

## Publicity

- News and Record
- Springer
- American Libraries
- UNGC
- Our State
- 1808 Magazine

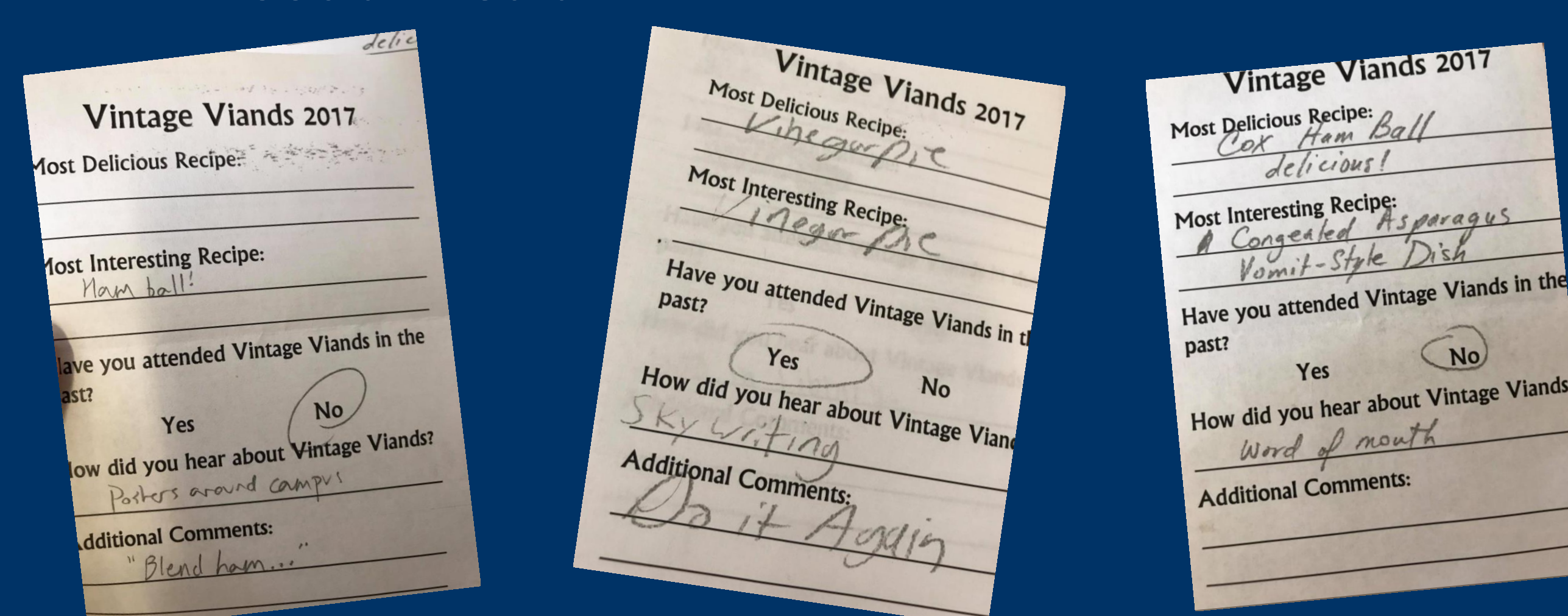


## Marketing

- Posters (both physical and virtual)
- Social media
- Post cards
- Worked with our Director of Communications and Marketing, Hollie Stevenson-Parrish

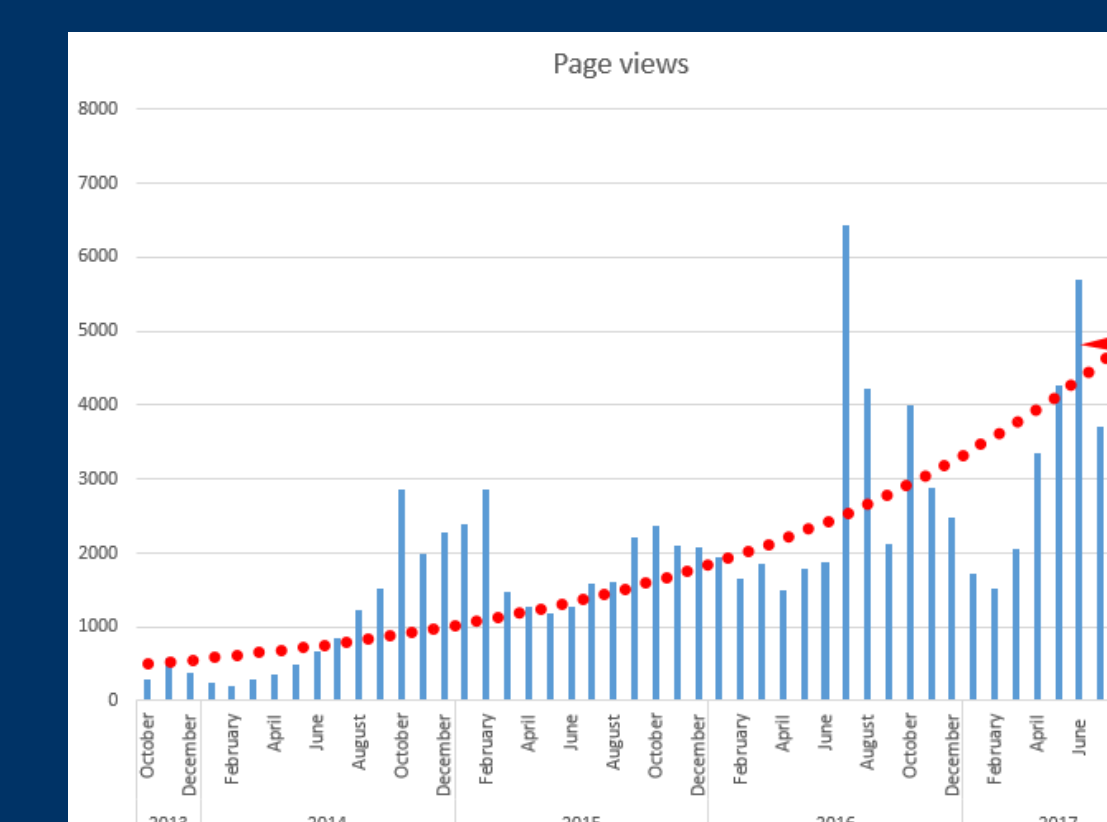
Top 4 ways people heard about the 2017 event:

1. Walking through the library
2. Heard about it from friends
3. Posters/signs
4. Social media



## Collection Statistics

- Home Economics Pamphlets: 5782 volumes
- North Carolina Cookbooks: 1000+ volumes
- Cookbooks in other collections: 100+ volumes



## Tips

- Have the recipe beside the dish so people can monitor their allergies.
- Make sure to have signs displayed telling them to check recipes before eating anything and specify that they are eating at their own risk.
- Use a Google Form and spreadsheet. This will make your life so much easier.
- Make physical posters! Seriously. Students may be online but posters and signs surpassed social media and it was promoted on several accounts.
- Have fun!

